



Making the Connection With Caltrans

Rebecca Alexander
District 2 Small Business Liaison



Caltrans Wants Your Business!!

Congratulations! You're now a "certified" small business.

Now what are you going to do?

Do you know how to market to the state?

What's your plan for selling your goods and services?

Do you have a plan?



- ▲ Business & Sales Plan
- ▲ Promoting your Business
- ▲ Networking & Partnerships
- ▲ Education & Training



Business Plan

Outline How Your Business Will Operate

- ▲ *Earnings, wages, salary*
- ▲ *Operational hours & days*
- ▲ *Determine client base*
- ▲ *Sell your goods & services –price structure, quotes, delivery dates, quality, quantity, etc.*
- ▲ *Invoicing, payments, record keeping*
- ▲ *Education, networking, and partnering*



Marketing

Get The Word Out! You're Open For Business!

- ▲ Call and schedule visits with potential clients
- ▲ Before your visit, know the clients needs
- ▲ Advertise, business cards, brochures, e-mail, website, community forums, etc.
- ▲ Offer new customer discounts or special packages



Networking

- ▲ Business Events
- ▲ Procurement Fairs
- ▲ Local Business Groups, Chambers, Clubs
- ▲ Community Outreach Groups
- ▲ Conferences and Forums



Partnerships

- *Pair up with like businesses or services*
- *Pool resources, share ideas, create mentor relationships*



Education & Training

- ▲ **Keep your skills and knowledge current by continuing your education**
- ▲ **Find out what classes are being offered by State agencies or local business development centers**
- ▲ **Develop your workforce**
- ▲ **Review government websites**



Department of General Services

- ▲ Review your Department of General Services (DGS) information on their website.



DGS HOME PAGE

- » What's New
- » Small Business & DVBE
- » SB & DVBE Certification
- » Bid Opportunities
- » Contract Options
- » Executive Biographies
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Small Business and DVBE Services

Find certified California Small Businesses (SB), Microbusinesses (MB), and/or Disabled Veteran Business Enterprises (DVBE) or check the certification status of a firm or application

- » [Search for CERTIFIED SBs and DVBEs by Specific Criteria](#)
- » [Search for STATUS of a specific Firm's Certification](#)
- » [View or Download Complete Certified SB and DVBE Lists](#)
- » [Certification Status Definitions \(pdf\)](#)

DVBE & Small Business Certification

- » [About the DVBE and Small Business Certification Programs](#)
 - » [DVBE Certification Benefits and Eligibility Requirements](#)
 - » [Small Business Certification Benefits and Eligibility Requirements](#)
- » [Certification Applications](#)
- » [DVBE and Small Business Program Violations and Sanctions](#)
- » [Local Governments and Other Agencies That Accept the State's Small Business &/or DVBE Certification \(Reciprocity Program\)](#)
- » [Maintaining Your Certification Status](#)
 - » [Certification Renewal](#)
 - » [Online Certified Firm Profile](#)
 - » [Reporting a Business or Certification Information Change](#)
- » [Nonprofit Veteran Service Agency](#)

DVBE Participation Program

- » [About the DVBE Participation Program](#)
- » [DVBE Business Utilization Plan](#)
- » [DVBE Declarations STD 843](#)
- » [DVBE Incentive \(SB 115\) \(Revised 10/10\)](#)

GET CERTIFIED!

[Click here to Complete and Submit Your New or Renewal Certification Application Online](#)

CERTIFIED FIRM PROFILE LOGIN

CONNECTING POINT CONFERENCE

DGS SMALL BUSINESS COUNCIL

DVBE INCENTIVE REGULATIONS PUBLIC HEARING BROADCAST
Recording of public hearing held 06/01/07

Important Notices

[DVBE Incentive SB 115\) "Commercially Useful Function" requirements for Small Businesses, Microbusinesses, and DVBEs](#)
[Small Business Regulations State Agency Recognition Awards Best SB/DVBE Practices DVBE Program Changes AB 669 Impact on Small Businesses & DVBEs](#)

Department of
General Services

BUILDING GREEN - BUYING GREEN - WORKING GREEN

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Program Violations and
Sanctions](#)[California State Contracts
Register \(CSCR\) Home](#)[SB/DVBE Services Home](#)Procurement **DGS****Firm Detail****FERROSAUR INC**
4821 MOUNTAIN LAKES BLVD
REDDING, CA 96003
Email:
Web Page:OSDS Ref# 24481
Phone: (530) 243-7324
FAX: (530) 246-1016**AKA Names**THOMAS & KERRIE LARGENT
INDUSTRIAL FABRICATION
INDUSTRIAL FASTNERS
INDUSTRIAL MACHINE
INDUSTRIAL METALS
INDUSTRIAL RIGGING
INDUSTRIAL SUPPLY
INDUSTRIAL SYSTEMS
INDUSTRIAL WELDING
D & J STEEL (FORMERLY)

Service Area(s): 2,

Keywords:

Services - machining, metals service center, welding

Products - metals service centers, offices, material handling systems, metal fabrication, steel hardware rigging, industrial fasteners, supply

Current Certification Status

Business Type	Certification Type	Status	From Date	To Date
NON-MANUFACTURER	SMALL BUSINESS	Approved	8/18/2008 12:00:00 AM	8/31/2009 12:00:00 AM
MANUFACTURER	SMALL BUSINESS	Approved	8/18/2008 12:00:00 AM	8/31/2009 12:00:00 AM
SERVICE	SMALL BUSINESS	Approved	8/18/2008 12:00:00 AM	8/31/2009 12:00:00 AM

Standard Industrial Classifications (SIC) registered by this firm

SIC Code	SIC Description
3441	Fabricated structural metal
5051	Metals service centers & offices
5072	Hardware
5082	Construction & mining (except petroleum) machinery & equipment
5084	Industrial machinery & equipment
5085	Industrial supplies
7692	Welding repair

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Internet

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Rebecca Alexander - ...

Microsoft PowerPoint ...

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9:03 AM

Business Cards

- Front

ABC Construction

Name

Photo

License #

Phone
Cell
Fax
E-Mail
Website

Certified Small Business
DVBE
DBE
DGS Certification # XXXXX



Business Cards

- Back

Business Operational Hours M-F 8 a.m. to 5 p.m.

A list of the main products or services your business provides

- X
- X
- X
- X
- X



District Small Business Liaison

District 2

Siskiyou, Modoc, Lassen, Plumas, Tehama, Trinity, Shasta

Rebecca Alexander

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